

2164 0465 #2 mmd 5-3d

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Chickering et al

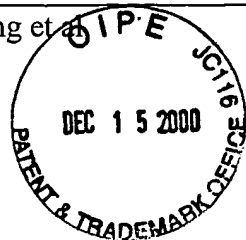
Serial No.: 09/681,050

Filed: 12/8/2000

Title: Decision Theoretic Approach to
Targeted Solicitation by Maximizing
Expected Profit Increases

Attorney Docket No.: 1018.121US1

Assistant Commissioner for Patents
Washington, D.C. 20231



Group Art Unit:

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Examiner:

FEB - 6 2001

Technology Center 2100

INFORMATION DISCLOSURE STATEMENT

Dear Sir:

This Information Disclosure Statement is submitted under 37 CFR 1.97(b) (Within three months of filing national application; or date of entry of international application; or before mailing date of first office action on the merits; whichever occurs last).

Applicant(s) submit herewith Form PTO 1449-Information Disclosure Citation together with copies, of patents, publications or other information of which applicant(s) are aware, which applicant(s) believe(s) may be material to the examination of this application and for which there may be a duty to disclose in accordance with 37 CFR 1.56.

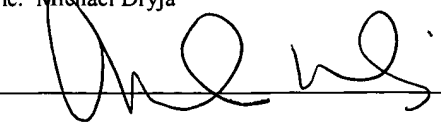
The relevance of the attached references is that this is the closest art of which Applicant is aware. Applicant submits that the above references taken alone or in combination neither anticipate nor render obvious the present invention. Consideration of the foregoing in relation to this application is respectfully requested.

It is requested that the information disclosed herein be made of record in this application.

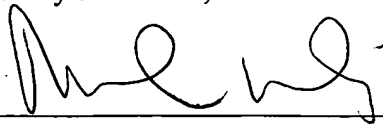
I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231.

Date of Deposit: 12-11-00

Typed Name: Michael Dryja



Signature: 

Respectfully submitted,



Michael A. Dryja
Attorney/Agent for Applicant(s)
Reg. No. 39662

Date: December 9, 2000
Telephone No.: 425-427-5094

Please type a plus sign (+) inside this  → 

PTO/SB/08B (10-96)
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Substitute for form 1449B/PTO		Complete if Known	
INFORMATION DISCLOSURE STATEMENT BY APPLICANT (use as many sheets as necessary)		Application Number	09/681,050
		Filing Date	12/8/2000
		First Named Inventor	Chickering et al.
		Group Art Unit	
		Examiner Name	
Sheet 1	of 1	Attorney Docket Number	1018.121US1

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS			
Examiner Initials*	Cite ¹ No.	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T ²
	1	Chickering, Pearl, A Clinician's Tool for Analyzing Non-Compliance, Proceedings of the Thirteenth National Conference on Artificial Intelligence and Eighth Innovative Applications of Artificial Intelligence Conference, AAAI 96, IAAI 96, August 4-8, 1996, Portland, Oregon - Volume 2. AAAI Press / The MIT Press, 1996, ISBN 0-262-51091-X (pp. 1269-1276).	
	2	Chickering, Heckerman, Meek, A Bayesian Approach to Learning Bayesian Networks with Local Structure, in Proceedings of 13 th Conference on Uncertainty in AI, Providence, RI, Morgan Kaufmann, 1997.	
	3	Friedman, Goldszmidt, Learning Bayesian networks with local structure, in Proceedings of 12 th Conference on Uncertainty in AI, Portland, OR, pp. 252-262, Morgan Kaufmann, 1996.	
	4	Ling, Li, Data mining for direct marketing: Problems and solutions, in Proceedings of the 4 th International Conference on Knowledge Discovery in Databases, 1998, KDD-98, New York.	

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Examiner Signature		Date Considered	
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹Unique citation designation number. ²Applicant is to place a check mark here if English language Translation is attached.

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